

External – Job Order Detail
STATE OF MONTANA IS AN EQUAL OPPORTUNITY EMPLOYER

Department: DEPARTMENT OF LABOR & INDUSTRY

Division: Workforce Services

Bureau: 21st Century Workforce Technology, Apprenticeship & Training

Date Posted: 03/20/09

Position #: 66201902

Position Title: ADMINISTRATIVE SPECIALIST (MARKETING SPECIALIST)

Bargaining Unit: 038

Union: MPEA

Location: Helena

Job Status: Full Time Permanent

Salary: \$37,490 to \$46,862

Salary Unit: Yearly

Additional Applicants' qualification will be assessed based on minimum qualifications

Salary Info: and in accordance with Pay Plan Rules. Successful applicant's pay will be set using the above salary range based on qualifications.

Shift: Daytime

Band: 6

Closing Date:

Supplement Required: Yes

Applications must be received by Midnight on the closing date.

Apply to your Local Montana Job Service Center

– OR –

State Agency:

DEPARTMENT OF LABOR & INDUSTRY

P.O. Box 1728

HELENA, MT 59624

Phone: (406) 444-4535

Fax: 444-3685

TTY: 444-0532

E-mail: dliapps@mt.gov

Special Information:

This position is open until filled. Applications must be received no later than 5:00 p.m., Tuesday, March 31, 2009 to be eligible for consideration for first review. Requires statewide travel and occasional assignments out of state. A valid Montana driver's license is required. Must be capable of working under a heavy deadlines and meeting the demands from numerous sources. Successful applicant must have a valid driver's license and proof of insurance. The successful applicant must receive positive job references. Pay for employees new to the Department will be set at one step below the salary of employees with similar qualifications and shall have pay adjusted to the appropriate salary following successful completion of the trial period.

For further information about Montana Department of Labor and Industry please see this website: <http://dli.mt.gov/>.

Application materials are accepted via on-line, email, fax, postal mail, or drop off at nearest MT Job Service.

MPEA selection will be based on the following:

Qualifications = 30% Capabilities = 60% Seniority = 10%

Duties:

The position will serve a key role in developing the marketing and training to launch the new 21st Century Workforce programs. The incumbent in this position must develop the marketing materials and ensure that the materials are targeted to individuals who can benefit from the programs, with the right message, at the right time. Making a difference with the federal dollars and training programs the Division offers and serving Montanans is a key to the position. The marketing and training must have demonstrable results. The position is an integral part of the management team and will be working on message that comes down through the Governor's office to the Commissioner of Labor and Industry.

Competencies:

Knowledge of general and current marketing and promotion practices and their application to the job and employment training market. Understanding of the skilled trade environment. Applicants for this position should have polished professional speaking skills and be proficient in written communication. Ability to manage multiple projects using strong prioritization and time management skills; interpret and disseminate information by designing a solid well-designed message; prepare complex reports and use of the appropriate mode of communication. Must be computer literate and comfortable with technology and the use of standard office programs and networks.

Behaviors required include: listening, creative thinker, decision making acumen, problem solver, takes responsibility, demonstrates personal integrity & honesty. Must be an energetic and enthusiastic trainer with good people skills. Customer/Client service orientation. Driven to meet or exceed consumer expectations.

The Department of Labor and Industry strives to provide an effective customer focused work environment. Our goal is to provide excellent service to all our customers. The core values of this Department are customer focus, individual responsibility, individual growth, ethics in the workplace, and continuous improvement. These values represent the Department's expectations of staff and the ideal employee is one who embraces these values.

Education/Experience:

The above knowledge, skills and abilities are typically acquired through a Bachelor's degree in Journalism, Speech/Communication, Marketing, Advertising, or Public Relations, and one year experience in news print, developing advertising spots for all mediums, including video materials to be used to promote or train. Experience with employment and job training programs is preferred.

Supplemental Questions:

The information you provide on this application supplement will be used by the selection panel in combination with your education and experience to determine which applicants will be selected for an interview. Your responses will be viewed apart from your state application and other application material, therefore, IT IS IMPORTANT TO PROVIDE SPECIFIC INFORMATION REGARDING NAMES OF EMPLOYERS, DATES, JOB TITLES, ETC. In order to receive full credit, you must express yourself fully and completely. Do not expect the selection panel to make assumptions based upon your application, resume, or other materials when rating your application supplement.

1. Describe a marketing / promotion plan you would envision for 21st Century Workforce apprenticeship, training, and incumbent worker programs.